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One arrives at art only by roads barred to the vulgar—by the road of prayer, of purity of heart: by confidence in the wisdom of the Eternal, and even in that which is incomprehensible.—Chopin

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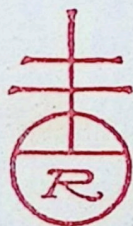
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Art is the expression of man's joy
in his work. You must let the man
work with hand and brain; and
then out of the joy of this mar-
riage, beauty will be born. And this
beauty mirrors the best in the soul
of man—it shows the spirit of
God that runs through him

GREETING



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THE ROYCROFT SHOP
which is in East Aurora, New York



ELBERT HUBBARD II,
Treasurer.



ALEXIS FOURNIER,
Art Director.

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BY

WILLIAM SHAKESPEARE



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Joaquin Miller

BY

ELBERT HUBBARD



ALSO a Study of the Man and his work
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to which is appended a slight study of the
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HENRY D. THOREAU



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Virginibus Puerisque

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ROBERT LOUIS STEVENSON

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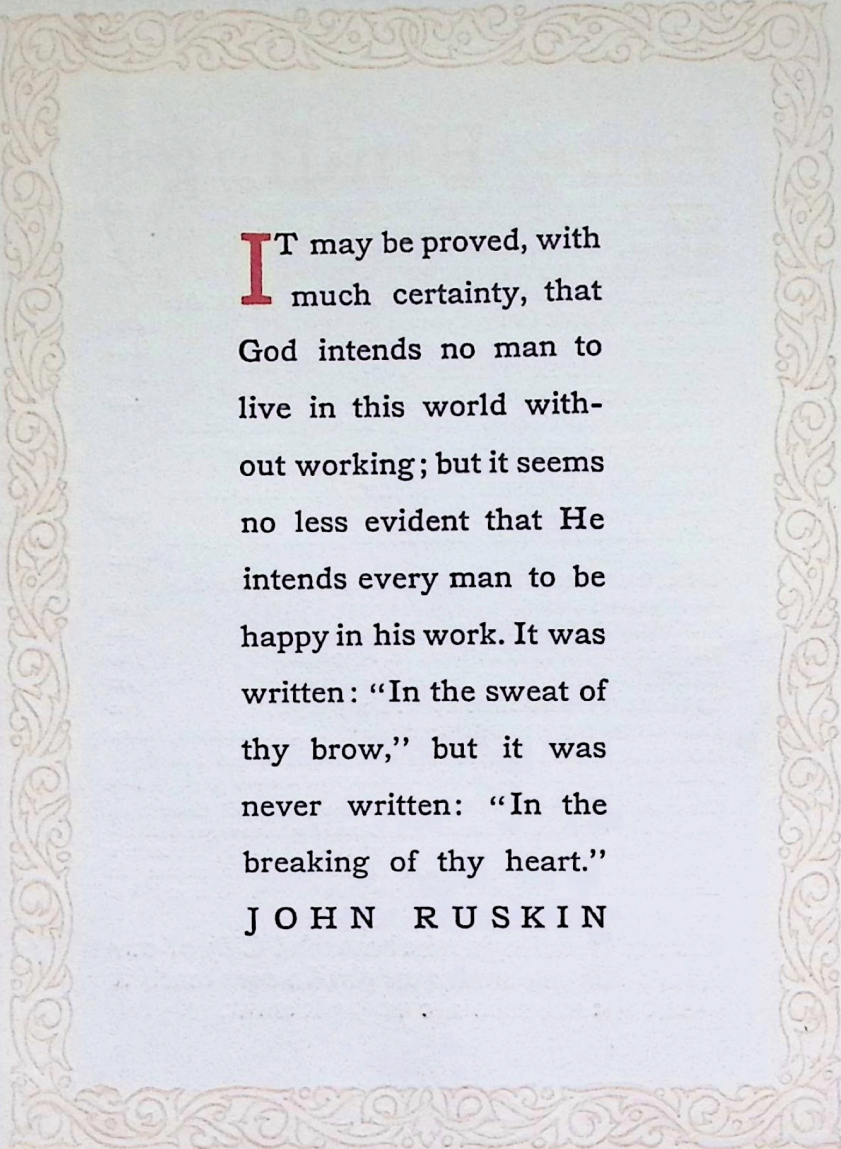
I love you because you love the things that I love.

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We are traveling to the beautiful City of our Ideal. We are aware we shall never reach it —but the suburbs are very pleasant.

A decorative border in a light tan or gold color, featuring intricate scrollwork and floral patterns, framing the central text.

IT may be proved, with
much certainty, that
God intends no man to
live in this world with-
out working; but it seems
no less evident that He
intends every man to be
happy in his work. It was
written: "In the sweat of
thy brow," but it was
never written: "In the
breaking of thy heart."

JOHN RUSKIN

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If I had but two loaves of bread, I would sell one of them and buy white hyacinths to feed my soul.

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By RALPH WALDO EMERSON

The tide comes and goes, and authors who are in high favor in one period drop back in another. We have had Emerson waves, then Emerson would ebb a bit, but he always came back. He is now by common consent America's Greatest Writer—the inspirer of writers. Three things he wrote which are sufficient to found a reputation on: Compensation, Friendship and Self-Reliance. The last one you read you will declare is the best—none will

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The Artist is he who expresses his highest and best so others are able to share his joy.

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By ROBERT LOUIS STEVENSON

This exquisite tale, tinted with wit and tender pathos, and touched into life by the spirit of Robert Louis, the Well-Beloved, has been done roy-croftie into a most Beautiful Book—at least we think it is, but of course these things are a question of taste. However, the edition will not last long, so perhaps you better order now. Sent to the Illuminati on suspicion, all charges prepaid.

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As we grow better we meet better people.

THE ARTICLE ON JOHN BURROUGHS

Whilom of "Slabsides"

WRITTEN BY FRA ELBERTUS

And first published in the November, 1902, issue of "The Philistine," caused all extra copies of

that number to be right shortly exhausted. In response to continued demand we have reprinted the article, amended and slightly enlarged, in the form of a rather Pleasant Little Book. It is on Dickinson hand-made paper, frontispiece portrait of "Old John"—good and true—and reproduction of MS. on Japan Vellum.

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he who wields the sword of Knowledge and
trembles not at the threatenings of Ignorance**

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Being a Story for Children and Grown-ups

By CHARLES DICKENS

This story "contains the soul of the man," said Sir Walter Besant. The proof that it is great art lies in the fact that it is interesting to children and grown-ups alike. And another fact worth noting is, that of all Dickens wrote this was his favorite, and from it he read in public again and again, as only he could read. Dickens once spoke in Plymouth Church, and in introducing him Henry Ward Beecher said, "I love Charles Dickens because he loves children."

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DOLLAR FOR TEN—AS LONG AS THEY LAST

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EAST AURORA, NEW YORK

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On heavy Charcoal Paper, wide margins,
suitable for Framing. Size, about 8 x 12

TEXTS AS FOLLOWS:

- 1—Speak well of every one, if you speak of them at all—none of us is so very good!
- 2—Blessed is that man who has found his work.
- 3—Men are great only as they are kind.
- 4—Lift the stone and thou shalt find me: cleave the wood and there am I.
- 5—They say—what say they? Let them say.
- 6—Talk less and listen more.
- 7—We are all children in the Kindergarten of God.
- 8—Be gentle and keep your voice low.
- 9—Aim high and consider yourself capable of great things.
- 10—Do your work as well as you can—and be kind.
- 11—The Roycroft Creed.
- 12—Mental Attitude.

The following "Orphic Sayings" of Ali
Baba, in similar style, suitable to frame:

- 13—Blessed is that man who does not rubber.
- 14—It is a wise guy who does not monkey with his destiny.
- 15—Don't scrap! Do unto others as you would be done by.
- 16—Life is too short to spend in chewing the rag.
- 17—Those who do not know how to take The Philistine had better not.
- 18—Folks who never do any more than they get paid for, never get paid for any more than they do.

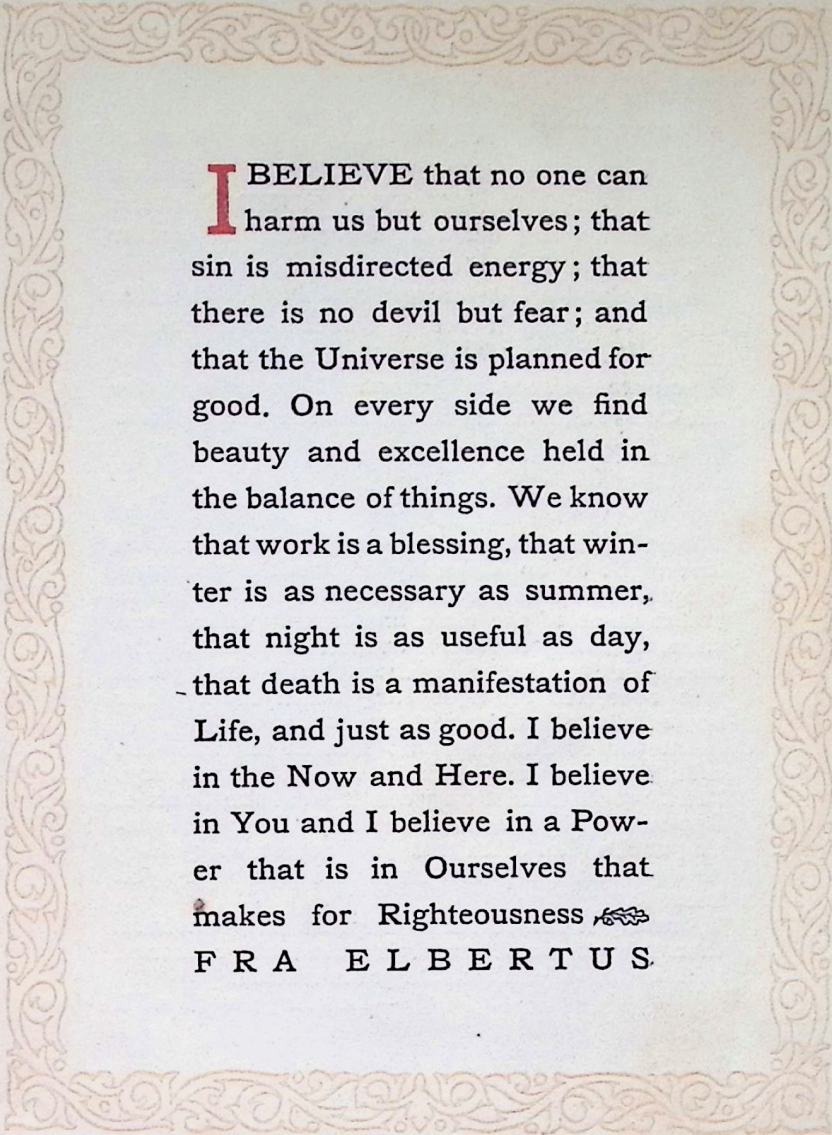
The package of eighteen Mottoes, by mail, One
Dollar and Fifty Cents, or singly, say Ten Cents



STACY HUBBARD BETZLER,
Physical Director.



RUDOLPH ROYCROFT VON LIEBICH,
Musical Director.

A decorative border in a light tan or gold color, featuring intricate scrollwork and floral patterns, framing the central text.

I BELIEVE that no one can harm us but ourselves; that sin is misdirected energy; that there is no devil but fear; and that the Universe is planned for good. On every side we find beauty and excellence held in the balance of things. We know that work is a blessing, that winter is as necessary as summer, that night is as useful as day, that death is a manifestation of Life, and just as good. I believe in the Now and Here. I believe in You and I believe in a Power that is in Ourselves that makes for Righteousness.

F R A E L B E R T U S

AGENCIES or Lecture Bureaus have no authority to book engagements for MR. ELBERT HUBBARD the coming season. Hereafter the Pastor will largely eliminate the eloquence, and work his logic up into literature. Possibly, however, he may give a few addresses on occasional trips he may make for the rejuvenation of his cosmos; so if you are desirous of Oratorical Vibrations, write the Cublet and he may see fit to arrange it. Address Elbert Hubbard II, East Aurora, New York

Elbert Hubbard lectured at Simpson's Auditorium last night to an assembly of about a thousand people. He spoke for two hours, stood still as a statue most of the time, and simply talked in a calm, smoothly modulated voice. We venture the assertion that few people there thought the speech was over half an hour long when the speaker bowed himself off the platform.

A lawyer of this city who was in the audience said, "That man might not be much before a jury, but I would hate to oppose him in the Court of Appeals. He has such a simple, direct way of getting at the vital truth that you accept everything he says and are bound hand and foot before you know it."

If oratory is the power to impress and convince, then this plain and homely man must be reckoned with as one of the world's great orators.

—Los Angeles Herald.

Roycroft Furniture

Is hand-made from start to finish. It is made by such veterans as Deacon Buffum and Uncle Albert Danner. Uncle Albert served an apprenticeship of six years in Germany, left the country at nineteen—for the country's good—and came to America; joined the army, served the five years of the Civil War, and came out of it only a little worse for war and wear, with a bit of lead in his anatomy which the X-ray locates. He has been a cabinet maker in East Aurora ever since.

The first furniture we made was for ourselves, and without the idea of selling it. But a visitor came along one day and started the ball a-rolling, and since then we have sold all our workers could turn out.

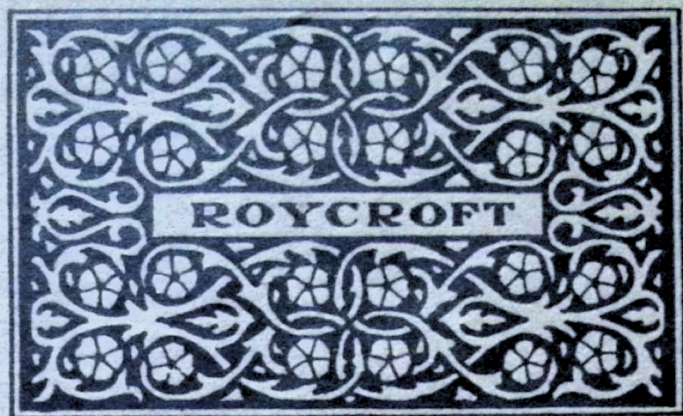
Some of the pieces are illustrated in a catalogue which will be sent for the asking.

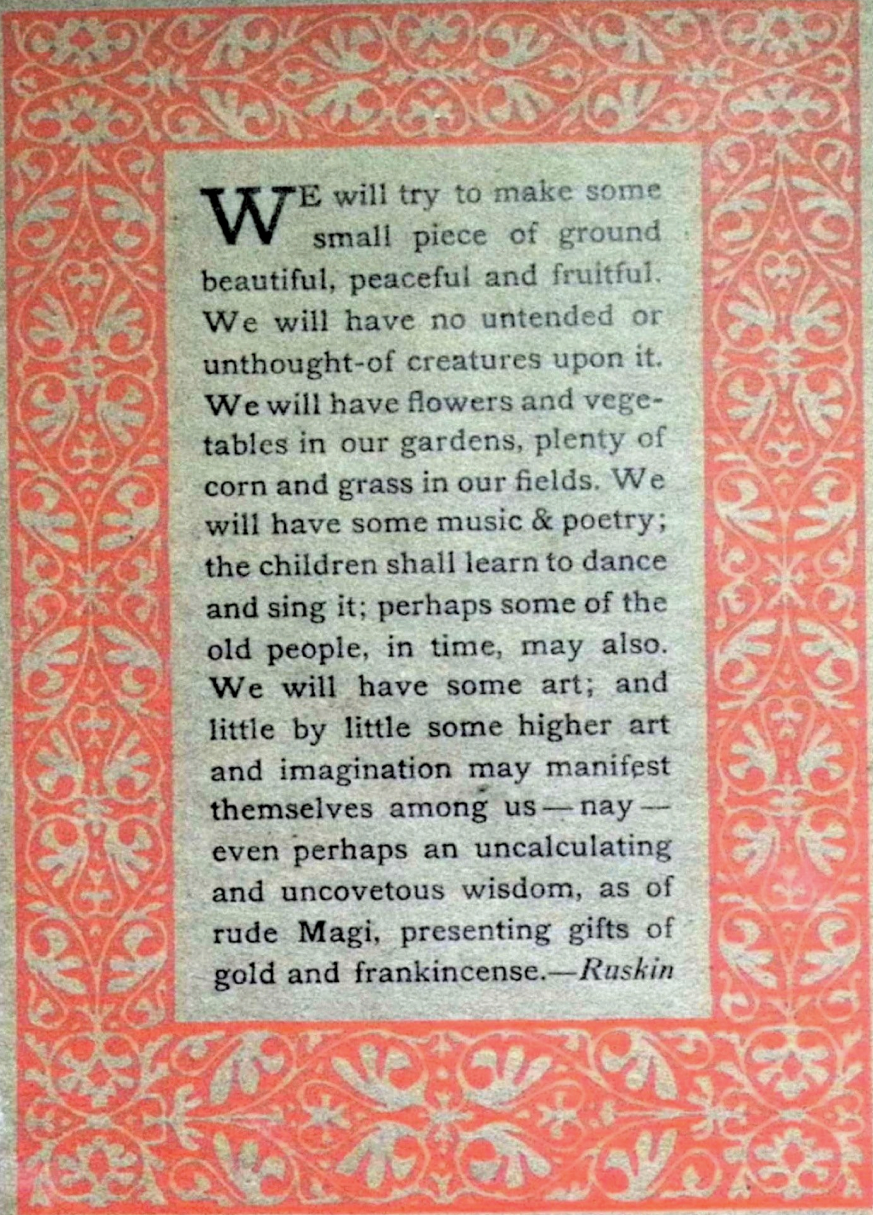
THE ROYCROFTERS

EAST AURORA, NEW YORK

WELL and happily has
that man conducted his
understanding who has learned
to derive from books a regular
and rational delight. There are
many consolations in the mind
of such a man which no com-
mon life can ever afford, and
many enjoyments which it has
not to give. It is worth while in
days of our youth to strive hard
for this great discipline; to pass
sleepless nights for it; to give up
to it laborious days; to spurn for
it present pleasures; to endure
for it afflicting poverty; to wade
for it through darkness and sor-
row and contempt, as the great
spirits of the world have ever
done in all ages and all times.

S Y D N E Y S M I T H





WE will try to make some small piece of ground beautiful, peaceful and fruitful. We will have no untended or unthought-of creatures upon it. We will have flowers and vegetables in our gardens, plenty of corn and grass in our fields. We will have some music & poetry; the children shall learn to dance and sing it; perhaps some of the old people, in time, may also. We will have some art; and little by little some higher art and imagination may manifest themselves among us—nay—even perhaps an uncalculating and uncovetous wisdom, as of rude Magi, presenting gifts of gold and frankincense.—*Ruskin*